

ABSTRACT OF THE DISCLOSURE

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3 An interactive vacation destination selection system operates
4 through a back and front ends. The back end identifies criteria
5 which may be important to a consumer, and categorizes and assigns
6 images to the criteria. The front end to the system assesses what
7 a consumer wants in a vacation destination, identifies vacation
8 destinations having the attributes that satisfy those wants, and
9 then displays comparative data on those vacation destinations. By
10 providing to the system basic information on the consumer and his
11 or her travel companions, general information on how far the
12 consumer is willing to travel, preferred weather conditions, a
13 budget range, and the consumer's selection of criteria from one or
14 more categories, the system is capable of determining a suitable
15 vacation destination and accommodation for the consumer and the
16 travel companions, even without being provided information on to
17 where the consumer wants to travel.